



FRONT ROW – The Pavilion

| | | | | | | |
|---|--|---|--|---|---|---------------------------------|
| 11:00 | 11:05 | 11:35 | 11:45 | 12:00 | 12:50 | 1:20 |
| Welcome speech Ramy / Rosemin | How Micro Influencers are Shaping the Industry Rana Saab, Dee Mohamud, Henna Karzi, Sima Kawaf | Entertainment Performance Introduction by Ramy | Questions and Answers with the Queen Of Colour Maria Dowling Led by Alex Venison | Makeup Presentation with current trends + Q&A Salma El Saadany | From the Barber's Chair - A Discussion with Regional Leaders in Men's Grooming Zachary Kendall, Leila Sanii, Celal Giriskan & Dan | Marquee Take over led by Sophia |
| 2:15 | 2:45 | 3:10 | 4:05 | 4:50 | 5:20 | |
| Headliner: Laura Polko Engaging hair-styling demo | More than Aesthetics - A Skincare Demo and Discussion Manal El Hage | Hair with Wahl – a demonstration on men's crop cut with fade Simon Shaw | In Talks with Alex followed by Styling Session Yasmin Yoursi Led by Alex Venison | Beauty In Business: Insights from Beauty Industry Entrepreneurs Ruksher Malik, Zainab Alhassan, Dr. Lana Kashlan, Eljammi Gozalli | Beauty Works Weave & Hair Extensions Alourdes | |



NAIL IT! by Artistic Nail Design & OPI – Hall 7

| | | | | | | |
|---------------|---------------|-----------------------------|--------------|------------------------------------|-------------|--------|
| 10:00 – 10:20 | 10:20 – 10:30 | 10:20 – 12:00 | 12:00 – 1:30 | 1:30 – 4:00 | 4:00 – 5:30 | 6:00pm |
| Registration | Brief | Competition time (Manicure) | Judging | Competition time (Gel Tip Overlay) | Judging | Awards |



BATTLE OF THE BARBERS – UAE BEST SHAVER 2019 – Hall 8

| | | | | | |
|--|--|--|---------------------------------|----------------------|----------------------|
| 10:00 – 11:00 | 11:00 – 12:00 | 12:00 – 1:00 | 1:00 – 2:30 | 2:30 – 3:30 | 3:30 – 4:30 |
| Hamzeh Alasmi – 1847 Victor Ghassan Harirh – Akin | Ahmed Samir Elsayed Ahmed – 1847 Tolken - Hair Garage | Mohammed Bouzidi – 1847 Rey Guimbalena – Sweeny Todds | Signature Shave Demonstration 1 | Break & Finals Setup | Final & Presentation |



BEAUTY BUSINESS CONFERENCE PROGRAMME – SHEIKH SAEED 2

THEME: **FINDING YOUR COMPETITIVE EDGE THROUGH CREATING AN IMMERSIVE BRAND EXPERIENCE FOR YOUR CUSTOMERS**

| | |
|---------------|---|
| 11:00 | Opening & Welcome – Sarah Phillips, Head of Conferences, Messe Frankfurt Middle East |
| 11:05 – 11:45 | <p><i>How interior design and branding can ensure your salon succeeds in the UAE's fierce competitive market.</i></p> <ul style="list-style-type: none"> • The beauty industry is more competitive now than it has ever been. So, in order to stay ahead you need to stand out from the crowd and remain relevant. • Appearances are everything, especially when it comes to the look of your salon. • Your interiors are a reflection of your brand and provide a tangible statement about who you are and your design aesthetic. • Your design shows the way you envisage beauty and how you express it; as well as providing the all-important first impression to your customers. • Therefore, every aspect of your interiors should reflect beauty. <p>Presented by Carla Conte, Creative Director & Boutros Boutros, Design Manager, Brand Creative</p> |
| 11:45 – 12:15 | <p>Panel Discussion 1: Startup Strategy & Stories – How to get that brand off the ground and to make an impact? Q&A Discussion</p> <p>Moderated by Carla Conte, Creative Director, Brand Creative Boutros Boutros, Design Manager, Brand Creative Mohammed El Hijazi, Managing Director, Brand Creative</p> |
| 12:00 – 13:00 | <p>Panel Discussion 2: Established Brand Approach – How to grow your Brand and establish your market position? Q&A Discussion</p> <p>Moderated by Carla Conte, Creative Director, Brand Creative Boutros Boutros, Design Manager, Brand Creative Mohammed El Hijazi, Managing Director, Brand Creative</p> |
| 13:00 – 14:00 | Lunch Break, Networking & Exhibition Tour |

THEME: **WOMEN EMPOWERMENT & ENTREPRENEURS**

| | |
|-------|---|
| 14:00 | Introduction to the session and welcome to speakers by Chairperson: Samira Olfat |
| 14:05 | Presentation 1: Female entrepreneur success story and journey (Social Media influencer) Samira Olfat (Social Media Influencer and Ambassador Beauty World Middle East) |
| 14:10 | Presentation 2: Female entrepreneur success story and journey by Cooking with Zahra Abdalla, Author Entrepreneur & Social Media Influencer @cookingwithzahra @wildspatula |
| 14:15 | Presentation 3: Female entrepreneur success story and journey by Paria Ghorashi, CEO, bgx @blowoutandgo (Entrepreneur & Social Media influencer) |
| 14:20 | Presentation 4: Female entrepreneur success story and journey by Zeina Abdalla, Managing Director, Fish Fayce @FishFayce (Entrepreneur & Social Media influencer) |
| 14:25 | Presentation 5: Female entrepreneur success story and journey by Ellie Raheb, Entrepreneur & Managing Director, Rabee Rosewater (Entrepreneur & Social Media influencer) |
| 15:35 | <p>Panel Discussion: 45 minutes</p> <ul style="list-style-type: none"> • What does it take to succeed in the beauty industry – challenges and opportunities? • How important is your personal brand to your beauty concept? • If you could give one piece of advice to a new business startup what would it be? |
| 16:00 | <p>Panelists:</p> <p>Zahra Abdalla, Author Entrepreneur & Social Media Influencer Paria Ghorashi, CEO of bgx @blowoutandgo Zeina Abdalla, Managing Director, Fish Fayce Ellie Raheb, Entrepreneur & Managing Director, Rabee Rosewater Moderated by Samira Olfat</p> |
| 17:00 | End of Programme Day One |



FRONT ROW – The Pavilion

| | | | | | |
|--|---|---|---|---|--|
| 11:05 | 11:30 | 12:35 | 12:50 | 1:35 | 1:55 |
| Makeup Master Class Ria Tapoodoc | Dyson Takeover with Celebrity Stylist Larry King | A Fine Line Versus Crossing the Line Dr. Malda | GK Hair treatment education and demonstration Van Tibolli CEO and Founder | Makeup Masterclass Reshu Malhotra | Celebrity Stylist Laura Polko will lead this engaging hair-styling demo |
| 2:40 | 3:00 | 3:35 | 4:20 | 4:45 | 5:30 |
| Beauty Through the Lens of Holistic Wellness Holly Drake, Rinky Pamnani, Yasmin Teimoory | Skincare Session - Novomed Clinic | Hair with Wahl - demonstration on a classic 'creative gents' cut and adding texture to length Simon Shaw | Coffee Shop Talk with Lizann Balani, Amira, Basma Faramaway and Caroline Labouchere | GK Hair together with Cosmetica presenting the best hair treatment Jewula Wojceh | Skincare Hydrofacial Demo with Dr. Malda |



NAIL IT! by Artistic Nail Design & OPI – Hall 7

| | | | | | | |
|---------------|---------------|---|-------------|--|-------------|------------------------|
| 10:00 – 10:20 | 10:20 – 10:30 | 10:30 – 1:00 | 1:00 – 2:15 | 2:15 – 4:45 | 4:45 – 6:00 | 6:00pm |
| Registration | Brief | Competition Time (Sculpting Liquid & Powder) | Judging | Competition Time (Sculpting – Hard Gel and Polygel) | Judging | Awards distribution |



BATTLE OF THE BARBERS – UAE BEST BARBER 2019 – Hall 8

| | | | | | | |
|--|--|--|--|-------------------|-------------------|-------------------------|
| 10:00 – 11:00 | 11:00 – 12:00 | 12:00 – 1:00 | 1:00 – 2:00 | 2:00 – 3:00 | 3:00 – 4:00 | 4:00 – 5:30 |
| Larry Al Zain Gerone Bohamood Salah Anis – Barber House | Harry – Chaps D3 Keith Omandi Barbers Abedkosove – MBC TV | Ibrahim – Hair Garage Basin Elsayed Emam – Barber Italia Romeo Dudz Rapas – Al Shanab Gents | Jessan Elegio – Chaps D3 Mustaffa – Chelsea Man Spa Victor | SEMI FINAL ONE | SEMI FINAL TWO | FINAL & PRESENTATION |



BEAUTY BUSINESS CONFERENCE PROGRAMME – SHEIKH SAEED 2

THEME: **SOCIAL MEDIA MARKETING IN THE BEAUTY INDUSTRY – INFLUENCER & INSTAGRAM MARKETING CLINIC**

11:00 **Social Media Marketing - How to Get It Right**

Alyssa Almaiahi, CEO & Founder, Mint Stalk

11:45 **Q&A Clinic Discussion:**

- Which channels to select and what to communicate about?
- What are the indicators of campaign success?
- Influencer Marketing – who really is the right person to select?
- Creating a content plan and engaging in social dialogue – why is my strategy not working?
- My likes are growing but my business is not growing – how can I fix this?
- What budget do I need to allocate to see results?

Bring your live examples – participate in the discussion session and have your questions answered.

Alyssa Almaiahi, CEO & Founder, Mint Stalk

13:00 – 14:00 **Lunch Break, Networking & Exhibition Tour**

THEME: **SUSTAINABLE BEAUTY**

14:00 **Presentation:** *Sustainable Beauty: Developing a Sustainable Beauty Brand*
Natasha Ekstedt, Founder, Coffee Communications

Question & Answer Session about how to consider the sustainable impact beauty has on the environment.

15:30 **End of Conference Programme Day Two**



FRONT ROW – The Pavilion

| | | | | | | |
|---|---|--|---|--|--|--|
| 11:00 | 11:05 | 11:30 | 12:00 | 12:30 | 12:55 | 1:15 |
| Welcome speech and Announcement of BBA Winner | Innovation and Changes In The Industry Haifa Addas, Sara Chemeddine, Sahar Davodi, Dr Malda, Soraya Jouzy, Tamara Jamal | British Barber Association Takeover - Male Grooming | Top 10 Beauty Products Kiran Chhabria | IMA - Innovations in Medical Aesthetics Lisa Durante | Makeup Masterclass Shona Kennedy | Men's Guide to Daily Grooming & Beauty with Bloomingdales Rayjai Babauta |
| 1:45 | 2:30 | 3:00 | 4:00 | 4:45 | 5:00 | |
| Dyson Takeover with Celebrity Stylist Larry King | Celebrity Stylist Laura Polko will lead this engaging hair-styling demo | Hair with Wahl - demonstration on the ever-popular men's pompadour cut Simon Shaw | The Method Cut by Rosanno Ferretti / Christina | Becoming a perfumer Omar Alhoui | Makeup Masterclass Sam Boutros | |



NAIL IT! by Artistic Nail Design & OPI – Hall 7

| | | | | | | |
|---------------|---------------|---------------------------------|--------------|-----------------------------|-------------|--------|
| 10:00 – 10:20 | 10:20 – 10:30 | 10:30 – 12:00 | 12:00 – 1:30 | 1:30 – 4:30 | 4:30 – 6:00 | 6:00pm |
| Registration | Brief | Competition Time (Soak Off Gel) | Judging | Competition Time (Nail Art) | Judging | Awards |



Battle of the Barbers – Demonstration – Hall 8

| | | | | | | |
|---|---|--|-------------|--|---|-------------|
| 10:00 – 11:00 | 11:00 – 12:00 | 12:00 – 1:00 | 1:00 – 2:00 | 2:00 – 3:00 | 3:00 – 4:00 | 4:00 – 5:00 |
| Barbering Presentation Dan Rix - BBA | Guest Demonstration Arsalan Soleymanzadeh | Signature Shave Presentation Gary Machin - BBA | Break | Beard & Styling Presentation Dan Rix – BBA Gary Machin - BBA | Barber of The Year - Demonstration | TBC |



BEAUTY BUSINESS CONFERENCE PROGRAMME – SHEIKH SAEED 2

THEME: **INDUSTRY TRENDS & INVESTMENT**

11:00 **Understanding Dynamics within the Beauty Market in the Middle East**

Amna Abbas, Senior Analyst Beauty & Fashion, Euromonitor International

11:30 **Interactive Panel Discussion: With Changing Economic Landscape Will MEA Region be a Driving Force behind the Future Growth of the Global Beauty Industry?**

Panelists:

Amna Abbas, Senior Analyst Beauty & Fashion, **Euromonitor International**

Mehrnoush Shafiei, Analyst, **Euromonitor International**

13:00 – 14:00 **Lunch Break**, *Networking & Exhibition Tour*

THEME: **REGULATION & MANUFACTURING**

14:00 **Presentation: Safeguard your product: A Regulatory Perspective**

Aswari Bapat, Director of Quality and Regulatory Affairs, Infohealth FZE

14:30 **Innovative Product Design and Manufacture**

Nominated Representative, **Hyperfum**

15:00 **Regulatory Update: New Regulations & Guidelines for Beauty Product Manufacture** **Vimitha Nangani**

Vimitha Nangani, Assistant Manager - Certification Center, Governments & Institutions (GIS), UAE

15:30 **Panel Discussion: How to create products with a global reach?**
Manufacturing standards and clean room environment to comply with ISO standards (for import into USA, Europe etc they have certain standards)

- What factors need to be considered during product manufacture?
- How can you ensure that your products meet those standards?
- Where is the optimal location to manufacture? Which products & sourcing of raw materials play a role?

Moderator: **Amna Abbas**, Senior Analyst Beauty & Fashion, Euromonitor International

Panelists:

Vimitha Nangani, Assistant Manager - Certification Center, **Governments & Institutions (GIS), UAE**

Aswari Bapat, Director of Quality and Regulatory Affairs, **Infohealth FZE**

Nominated Representative, **Hyperfum**

16:00 **End of Conference Programme Day Three**